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FEB 17 2004

Attorney General's
Registry of Charitable Trusts

413215

**COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES
2002 ANNUAL FINANCIAL REPORT**

(California Government Code Section 12599)

Page 2

3. Amount to Charity (subtract line 2N from line 1G) \$108,263.80 3.
4. Less additional fund-raising expenses paid by charity (to be completed by charity) 0 4.
5. Less fair market value of goods and/or services used for the event which were paid by sponsor(s) 0 5.
6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3) \$108,263.80 6.
7. (a) Does any officer, director, partner or owner of the Commercial Fund-raiser have any affiliation with or control over, directly or indirectly, the charitable organization for which the Commercial Fund-raiser has contracted to solicit?
☐ Yes ☒ No If "yes," complete the following:

Name of officer, director, partner or owner of Commercial Fund-raiser	Name and address of charitable organization	Relationship of officer, etc. To charitable organization

(b) For each affiliation identified in 7 (a), attach copy of the contract between the commercial fundraiser and the charity.

Under penalties of perjury, I declare that I have examined this report, including accompanying documents, schedules and statements, and to the best of my knowledge and belief, it is true, correct and complete.

Signature of authorized officer (Commercial Fund-raiser)

Printed Name

Title

Date

Glenda Keenihan, Secretary/Treasurer 1/21/04

This report must be signed by two officers or directors of the charitable organization for verifying the distribution.

Signature of authorized officer/director (Charity)

Printed Name

Title

Date

Mark Stone, President 1/24/04

Signature of authorized officer/director (Charity)

Printed Name

Title

Date

Carolyn L. Token, CFO 1/28/04

CAMPAIGN FINANCIAL REPORT

THE HERITAGE COMPANY

(Name of Professional Solicitor)

(Registration Number)

NATIONAL CHILDREN'S CANCER SOCIETY - CALIFORNIA

(Name of Charitable Organization or Sponsor)

For the period beginning 01/01/03 through 12/31/03

GROSS REVENUE

267,706.00

EXPENSES

SALARIES, WAGES, COMMISSIONS

68,350.80

PROMOTIONAL FEES

9,208.20

POSTAGE

3,708.00

TELEPHONE

50,737.80

RENT

19,528.80

SUPPLIES

2,101.20

LICENSES, PERMITS

3,460.80

ADVERTISING

4,326.00

ACCOUNTING/DATA PROCESSING

24,349.20

LIST PREPARATION

1,915.80

OTHER:

TOTAL EXPENSES

187,686.60

70.11%

Net Proceeds

80,019.40

29.89%

Amount Retained by Charitable Organization or Sponsor

108,263.80

40.44%

Percentage of Funds Received by Charitable Organization or Sponsor

40.44%

(Amount Retained by the Charitable Organization or Sponsor divided
by Gross Revenue)

Net Income/Loss (-) to THC

-28,244.40

-10.55%

(pending ongoing collections & reconciliations)

1/14/2004

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